

[Return to the USPTO NPL Page](#) | [Help](#)[Basic](#) [Advanced](#) [Topics](#) [Publications](#) [My Research](#)  
0 marked items

Interface language:

[English](#)

Databases selected: Multiple databases...

[What's new](#)**Document View**[« Back to Results](#)[< Previous](#) Document 82 of 83 [Next >](#)[Publisher Information](#)[Print](#)[Email](#)☐ Mark Document[Abstract](#), [Full Text](#), [Page Image - PDF](#)**Fruit of the Loom stitches Web service for distributors***Robinson, John*. **Network World**. Framingham: Jun 3, 1996. Vol.13, Iss. 23; pg. 33, 1 pgs[» Jump to full text](#) [» More Like This](#) - Find similar documents

Subjects: [World Wide Web](#), [Electronic commerce](#), [Clothing industry](#), [Case studies](#)  
Classification Codes [9190 US](#), [9110 Company specific/case studies](#), [9000 Short article](#), [8620 Textile & apparel industries](#), [5250 Telecommunications systems](#), [5220 Data processing management](#)  
Locations: [US](#)  
Companies: [Fruit of the Loom Inc](#)(Ticker:FTL, Duns:04-390-9555)  
Author(s): [Robinson, John](#)  
Publication title: [Network World](#). Framingham: Jun 3, 1996. Vol. 13, Iss. 23; pg. 33, 1 pgs  
Source type: [Periodical](#)  
ISSN/ISBN: [08877661](#)  
ProQuest document ID: [9697925](#)  
Text Word Count [298](#)  
Document URL: <http://proquest.umi.com/pqdweb?did=9697925&sid=5&Fmt=3&clientId=19649&RQT=309&VName=PQD>

**Abstract (Document Summary)**

Fruit of the Loom Inc. is developing a Web-based ordering system for 50 distributors of its Activewear product line. Each distributor will be provided with a custom Web site to enable its customers to review inventory online, check availability and prices, and order products. Snickelways Interactive, a digital marketing company, is developing the interface for the Activewear Online application and constructing the Web sites.

**Full Text (298 words)***Copyright Network World Inc. Jun 3, 1996*

A clothing company is applying the same style of custom fit, support and sizing to its online presence in an effort to increase and ease the distribution of its products.

Fruit of the Loom, Inc. is developing a Webbased ordering system for 50 distributors of its Activewear product line. Each distributor will be provided with a custom Web site to enable its customers-primarily silk-screen printers, embroiderers and garment decorators - to review inventory online, check availability and prices, and order products around the clock.

Snickelways Interactive, a New York-based digital marketing company, is developing the interface for the Activewear Online application and constructing the Web sites, which will be hosted by Connect, Inc., an Internet service provider and server farm in Mountain View, Calif.

According to Snickelways, focusing on information exchange and de-emphasizing financial transactions allowed them to meet Fruit of the Loom's needs.

"While everyone else is struggling to put up something transactional and worrying about credit card numbers, we have focused on communication and other end-user benefits," said Andy Howarth, president of Snickelways Interactive. The distributors will continue to use whatever billing systems they had in place with their customers, he added.

The 50 Web sites will be functionally equivalent, but the actual functions and appearance can be tailored to meet the needs and tastes of each distributor, Howarth said. Once the sites are constructed, distributors can use Snickelways' Digital Cockpit tool to evaluate traffic patterns and sales, post promotions and monitor chat rooms.

"This is really an advantage for the distributors," said Pat Flynn, vice president of systems development for Fruit of the Loom. "They can look as big as Levi does on the Web, and customize their own [Web sites] without investing in the tools or worrying about hosting the site."

Snickelways: (212) 6756030.

#### More Like This - Find similar documents

Subjects:	<input type="checkbox"/> World Wide Web <input type="checkbox"/> Electronic commerce <input type="checkbox"/> Clothing industry <input type="checkbox"/> Case studies
Classification Codes	<input type="checkbox"/> 9190 US <input type="checkbox"/> 9110 Company specific/case studies <input type="checkbox"/> 9000 Short article <input type="checkbox"/> 8620 Textile & apparel industries <input type="checkbox"/> 5250 Telecommunications systems <input type="checkbox"/> 5220 Data processing management
Locations:	<input type="checkbox"/> US
Companies:	<input type="checkbox"/> Fruit of the Loom Inc (Duns:04-390-9555 )
Ticker:	<input type="checkbox"/> FTL
Author(s):	<input type="checkbox"/> Robinson, John
Language:	<input type="checkbox"/> English
Publication title:	<input type="checkbox"/> Network World
	<input type="button" value="Search"/> <input type="button" value="Clear"/>

[^ Back to Top](#)[<< Back to Results](#)[< Previous](#) Document 82 of 83 [Next >](#)[Publisher Information](#)☐ Mark Document☐ Abstract ☐ Full Text ☐ Page Image - PDF

Copyright © 2005 ProQuest Information and Learning Company. All rights reserved. [Terms and Conditions](#)

[Text-only interface](#)

**ProQuest**  
eLibrary